

ORDER



KSNV

Orders
Order / Rev: 106562
Alt Order #: 06852078
Product Desc: Issue
Estimate: 1770
Flight Dates: 09/13/12 - 09/22/12
Original Date / Rev: 09/12/12 / 09/14/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Patriot Majority *Revised*
Demographic: A35+
Product Codes: PL11
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/27/12 | 09/26/12 | 78 | \$82,775.00 | \$70,358.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 78 | \$82,775.00 | \$70,358.75 | 0.00 |
| Totals | 78 | \$82,775.00 | \$70,358.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|--------------|
| KSNV | 27% | \$82,775.00 |
| Market | 100% | \$306,574.07 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 24% | \$73,577.78 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 23% | \$70,512.04 |
| KTUD | 0% | \$0.00 |
| KVVU | 19% | \$58,249.07 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 7% | \$21,460.19 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|----------|----------|------------------------|-------|----------------|---------|-----|-------|----------|-----|------|------|-------|------------|
| E 1 | KSNV | 09/13/12 | 09/26/12 | M-F 5-6a WakeUp w/Wa@M | 5-6a | | MTWTF-- | :30 | 5 | \$600.00 | 1 | 0.00 | NM | 6 | \$3,600.00 |

M-F 5-6a WakeUp w/Wagners

COMMENTS APPLY TO SUB LINES A THRU B
WAKE UP WITH THE WAGNERS

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 106562
 Alt Order #: 06852078
 Flight Dates: 09/13/12 - 09/22/12

Advertiser: Patriot Majority
 Product Desc: Issue
 Estimate: 1770

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|--|-------|-------------------------------|----------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 1 | KSNV | 09/13/12 | 09/26/12 | M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners COMMENTS APPLY TO SUB LINES A THRU B WAKE UP WITH THE WAGNERS | CM | 5-6a | MTWTF-- | :30 | 5 | \$600.00 | 1 | 0.00 | NM | 6 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/13/12 | 09/19/12 | MTWTF-- | | | | | 5 | \$600.00 | | 0.00 | | | |
| | | Week: 09/20/12 | 09/26/12 | MTWTF-- | | | | | 1 | \$600.00 | | 0.00 | | | |
| E 2 | KSNV | 09/13/12 | 09/19/12 | M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS | CM | 6-7a | MTWTF-- | :30 | 2 | \$1,000.00 | 1 | 0.00 | NM | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/13/12 | 09/19/12 | MTWTF-- | | | | | 2 | \$1,000.00 | | 0.00 | | | |
| E 3 | KSNV | 09/13/12 | 09/19/12 | Today Show Today Show TODAY SHOW | CM | 658a-9am | MTWTF-- | :30 | 5 | \$1,500.00 | 1 | 0.00 | NM | 5 | \$7,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/13/12 | 09/19/12 | MTWTF-- | | | | | 5 | \$1,500.00 | | 0.00 | | | |
| E 4 | KSNV | 09/15/12 | 09/15/12 | News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY NEWS 3 AT SUNRISE no program 7/7, | CM | 6a-7a | -----S- | :30 | 1 | \$350.00 | 1 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S- | | | | | 1 | \$350.00 | | 0.00 | | | |
| E 5 | KSNV | 09/15/12 | 09/15/12 | News 3 Today - SATURDAY News 3 Today - SAT NEWS 3 TODAY/WKEND | CM | 9am-930am | -----S- | :30 | 1 | \$500.00 | 1 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S- | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 6 | KSNV | 09/16/12 | 09/16/12 | Sunday Today Sunday Today TODAY ON SUNDAY | CM | 7a-8am | -----S | :30 | 1 | \$625.00 | 1 | 0.00 | NM | 1 | \$625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S | | | | | 1 | \$625.00 | | 0.00 | | | |
| E 7 | KSNV | 09/16/12 | 09/16/12 | SIGN ON-SIGN OFF ROS CHRIS MATTHEWS SHOW | CM | 5a-459a (9:30 PM-10:00 PM) | -----S | :30 | 1 | \$500.00 | 3 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 8 | KSNV | 09/13/12 | 09/19/12 | Wake Up Early w/ Wagners Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS | CM | 430a-5a | MTWT--S | :30 | 3 | \$200.00 | 1 | 0.00 | NM | 3 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/13/12 | 09/19/12 | MTWT--S | | | | | 3 | \$200.00 | | 0.00 | | | |
| E 9 | KSNV | 09/20/12 | 09/26/12 | Wake Up Early w/ Wagners Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS | CM | 430a-5a | MTWT---- | :30 | 1 | \$200.00 | 1 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/20/12 | 09/26/12 | MTWT---- | | | | | 1 | \$200.00 | | 0.00 | | | |
| E 10 | KSNV | 09/13/12 | 09/19/12 | M-F Today Show II 3rd Hour M-F Today Show II TODAY SHOW II | CM | 9-10a | MTWTF-- | :30 | 3 | \$900.00 | 1 | 0.00 | NM | 3 | \$2,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/13/12 | 09/19/12 | MTWTF-- | | | | | 3 | \$900.00 | | 0.00 | | | |
| E 11 | KSNV | 09/13/12 | 09/19/12 | Rachael Ray Rachael Ray RACHEL RAY | CM | 11am-12pm | MTWTF-- | :30 | 3 | \$325.00 | 1 | 0.00 | NM | 3 | \$975.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/13/12 | 09/19/12 | MTWTF-- | | | | | 3 | \$325.00 | | 0.00 | | | |
| E 12 | KSNV | 09/13/12 | 09/26/12 | Noon News Noon News COMMENTS APPLY TO SUB LINES A THRU B NEWS 3 AT NOON | CM | 12-1230pm | MTWTF-- | :30 | 4 | \$425.00 | 1 | 0.00 | NM | 5 | \$2,125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/13/12 | 09/19/12 | MTWTF-- | | | | | 4 | \$425.00 | | 0.00 | | | |

Order / Rev: 106562
 Alt Order #: 06852078
 Flight Dates: 09/13/12 - 09/22/12

Advertiser: Patriot Majority
 Product Desc: Issue
 Estimate: 1770

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|------|-------------------|-----------------|---|-------|----------------------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|-------------|
| E 12 | KSNV | 09/13/12 | 09/26/12 | Noon News Noon News | CM | 12-1230pm | MTWTF-- | :30 | 4 | \$425.00 | 1 | 0.00 | NM | 5 | \$2,125.00 |
| COMMENTS APPLY TO SUB LINES A THRU B NEWS 3 AT NOON | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/13/12 | | 09/13/12 | 09/19/12 | MTWTF-- | | | | | 4 | \$425.00 | | 0.00 | | | |
| Week: 09/20/12 | | 09/20/12 | 09/26/12 | MTWTF-- | | | | | 1 | \$425.00 | | 0.00 | | | |
| E 13 | KSNV | 09/13/12 | 09/26/12 | Dr. Phil Dr Phil | CM | 3-4p | MTWTF-- | :30 | 4 | \$450.00 | 1 | 0.00 | NM | 5 | \$2,250.00 |
| COMMENTS APPLY TO SUB LINES A THRU B DR. PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/13/12 | | 09/13/12 | 09/19/12 | MTWTF-- | | | | | 4 | \$450.00 | | 0.00 | | | |
| Week: 09/20/12 | | 09/20/12 | 09/26/12 | MTWTF-- | | | | | 1 | \$450.00 | | 0.00 | | | |
| E 14 | KSNV | 09/13/12 | 09/19/12 | NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) | CM | 4-5pm (4:00 PM-4:30 PM) | MTWTF-- | :30 | 4 | \$700.00 | 1 | 0.00 | NM | 4 | \$2,800.00 |
| FIRST NEWS 3 AT FOUR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/13/12 | | 09/13/12 | 09/19/12 | MTWTF-- | | | | | 4 | \$700.00 | | 0.00 | | | |
| E 15 | KSNV | 09/13/12 | 09/19/12 | NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) | CM | 4-5pm (4:30 PM-5:00 PM) | MTWTF-- | :30 | 4 | \$700.00 | 1 | 0.00 | NM | 4 | \$2,800.00 |
| NEWS 4 AT 430P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/13/12 | | 09/13/12 | 09/19/12 | MTWTF-- | | | | | 4 | \$700.00 | | 0.00 | | | |
| E 16 | KSNV | 09/13/12 | 09/26/12 | M-F Early News M-F Early News | CM | 5-630p | MTWTF-- | :30 | 12 | \$1,200.00 | 1 | 0.00 | NM | 13 | \$15,600.00 |
| COMMENTS APPLY TO SUB LINES A THRU B EARLY NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/13/12 | | 09/13/12 | 09/19/12 | MTWTF-- | | | | | 12 | \$1,200.00 | | 0.00 | | | |
| Week: 09/20/12 | | 09/20/12 | 09/26/12 | MTWTF-- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| E 17 | KSNV | 09/15/12 | 09/15/12 | Sa-Su Early News Sa-Su Early News | CM | 5pm-630pm | -----S- | :30 | 1 | \$650.00 | 1 | 0.00 | NM | 1 | \$650.00 |
| KSNV EARLY NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | 09/10/12 | 09/16/12 | -----S- | | | | | 1 | \$650.00 | | 0.00 | | | |
| E 19 | KSNV | 09/13/12 | 09/19/12 | M-F Jeopardy M-F Jeopardy | CM | 630-7pm | MTWTF-- | :30 | 4 | \$1,300.00 | 1 | 0.00 | NM | 4 | \$5,200.00 |
| JEOPARDY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/13/12 | | 09/13/12 | 09/19/12 | MTWTF-- | | | | | 4 | \$1,300.00 | | 0.00 | | | |
| E 20 | KSNV | 09/13/12 | 09/26/12 | M-F Wheel M-F Wheel of Fortune | CM | 7-730pm | MTWTF-- | :30 | 4 | \$1,300.00 | 1 | 0.00 | NM | 5 | \$6,500.00 |
| COMMENTS APPLY TO SUB LINES A THRU B WHEEL OF FORTUNE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/13/12 | | 09/13/12 | 09/19/12 | MTWTF-- | | | | | 4 | \$1,300.00 | | 0.00 | | | |
| Week: 09/20/12 | | 09/20/12 | 09/26/12 | MTWTF-- | | | | | 1 | \$1,300.00 | | 0.00 | | | |
| E 21 | KSNV | 09/17/12 | 09/17/12 | Mon PR 8-10p Monday Prime 8-10pm | CM | 8-10pm | M----- | :30 | 1 | \$6,000.00 | 1 | 0.00 | NM | 1 | \$6,000.00 |
| THE VOICE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/17/12 | | 09/17/12 | 09/23/12 | M----- | | | | | 1 | \$6,000.00 | | 0.00 | | | |
| E 22 | KSNV | 09/19/12 | 09/19/12 | Wed PR 8-9p Wednesday Prime 8-9pm | CM | 8-9pm | --W---- | :30 | 1 | \$2,400.00 | 1 | 0.00 | NM | 1 | \$2,400.00 |
| ANIMAL/GUYS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/17/12 | | 09/17/12 | 09/23/12 | --W---- | | | | | 1 | \$2,400.00 | | 0.00 | | | |
| E 23 | KSNV | 09/16/12 | 09/16/12 | NFL Football NFL Football | CM | 1P-9PM | -----S | :30 | 1 | \$10,000.00 | 1 | 0.00 | NM | 1 | \$10,000.00 |
| SUN NITE FBALL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |

Order / Rev: 106562
Alt Order #: 06852078
Flight Dates: 09/13/12 - 09/22/12

Advertiser: Patriot Majority
Product Desc: Issue
Estimate: 1770
KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------------------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------|-------------|
| E 23 | KSNV | 09/16/12 | 09/16/12 | NFL Football NFL Football | CM | 1P-9PM | -----S | :30 | 1 | \$10,000.00 | 1 | 0.00 | NM | 1 | \$10,000.00 |
| SUN NITE FBALL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | 09/10/12 | 09/16/12 | -----S | | | | | 1 | \$10,000.00 | | 0.00 | | | |
| E 24 | KSNV | 09/13/12 | 09/19/12 | M-F News 3 at Eleven M-F News 3 at Eleven | CM | 11pm-1135pm | MTWTF-- | :30 | 3 | \$1,100.00 | 1 | 0.00 | NM | 3 | \$3,300.00 |
| NEWS 3 NIGHTSIDE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/13/12 | | 09/13/12 | 09/19/12 | MTWTF-- | | | | | 3 | \$1,100.00 | | 0.00 | | | |
| E 25 | KSNV | 09/15/12 | 09/15/12 | Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven | CM | 11pm-1135pm | -----S- | :30 | 1 | \$1,100.00 | 1 | 0.00 | NM | 1 | \$1,100.00 |
| NEWS 3 NIGHTSIDE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | 09/10/12 | 09/16/12 | -----S- | | | | | 1 | \$1,100.00 | | 0.00 | | | |
| E 26 | KSNV | 09/16/12 | 09/16/12 | Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven | CM | 11pm-1135pm | -----S | :30 | 1 | \$1,100.00 | 1 | 0.00 | NM | 1 | \$1,100.00 |
| NEWS 3 NIGHTSIDE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | 09/10/12 | 09/16/12 | -----S | | | | | 1 | \$1,100.00 | | 0.00 | | | |
| E 27 | KSNV | 09/13/12 | 09/19/12 | The Tonight Show Tonight Show | CM | 1135p-1237a | MTWTF-- | :30 | 2 | \$700.00 | 1 | 0.00 | NM | 2 | \$1,400.00 |
| TONIGHT SHOW W/ JAY LENO | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/13/12 | | 09/13/12 | 09/19/12 | MTWTF-- | | | | | 2 | \$700.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 78 | \$82,775.00 |